Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, December 2022

Course: Marketing Management Program: MBA (All programs) Course Code: MKTG 7001 Semester: I Time: 03 hrs. Max. Marks: 100

SECTION A 10Qx2M = 20Marks					
S. N.		Marks	CO		
Q1 (i)	The number of product lines offered by a firm is known as itsa) Product breadthb) Product assortmentc) Product depthd) Product mix	2	CO1		
(ii)	 Which of the following is true: a) Information search comes before decision, but after need identification. b) Need identification comes after information search, but before decision. c) Need identification comes after decision, but before purchase. d) Evaluation of alternatives comes after Need identification, but before information search. 	2	C01		
(iii)	 Which of the following is the correct sequence for market research? a) Define the problem, collect data, analyze the finding, develop a research plan, present the findings b) Define the problem, develop a research plan, analyze the finding, collect data, present the findings c) Define the problem, develop a research plan, analyze the finding, present the findings, collect data d) Define the problem, develop a research plan, analyze the finding, present the findings, collect data 	2	C01		
(iv)	Nestle sells various products such as noodles, soups, sauces, and other cooking aids under the single brand name 'Maggi'. This marketing practice is typically known as:a) Umbrella Brandingb) Surrogate Advertising d) Diffusion of Innovation	2	C01		
(v)	User-generated content is related to which of the following element of marketing mix:a) Productb) Pricec) Placed) Promotion	2	CO1		

(vi)	SBU is defined on dimensions of:		
	 a.) Customer group, Customer need, Customer attitude b.) Customer attitude, Customer behavior, Customer perception c.) Technology, Customer need, customer group d.) Customer group, Customer need, Customer perception 	2	CO1
(vii)	If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of in the promotional mix.	2	CO1
	a) Advertising b) Personal Selling c) Publicity d) Sales Promotion		
(viii)	Young girls customizing their own barbie dolls is an example of:a) Niche marketb) Mass marketc) Local marketd) Individual market	2	CO1
(ix)	 Decoding buyer's 'black box' may become a challenging task for marketers because: a) Consumers may lie about their buying intentions b) Consumers may hide their buying intentions c) Consumers themselves may not have an accurate assessment of their buying intention d) All of the above 	2	CO1
(x)	 Repositioning is a) New products that create an entirely new market b) New products that allow a company to enter an established market for the first time c) New products that supplement established product lines (packages sizes, flavors, and so on) d) Existing products that are targeted to new markets or market segments 	2	CO1
	SECTION B 4Qx5M = 20 Marks		
Q2	Discuss how online, mobile, and social media tools are changing the selling and marketing function.	5	CO2
Q3	Most companies produce a product line rather than a single product. Why is this? Justify with a suitable example.	5	CO2
Q4	"Distribution channels and their functions are unnecessary in modern technology- driven business scenario." Do you agree? Explain.	5	CO2
Q5	What decisions must be made once a company decides to go ahead with commercialization for a new product?	5	CO2

	SECTION C 3Qx10M = 30 Marks		
Q6	Why are marketers interested in social factors such as the consumer's social roles and status, and what dimensions do they use to measure them? Describe your social factors along those dimensions and identify consumption-related activities based on your social factors.	10	CO3
Q7	 "Product positioning is the process of deciding and communicating how a company wants its target customers to think and feel about its product." Analyze this statement with the help of examples. Explain the positioning of the following brands/products: (a) Royal Enfield (b) LinkedIn (c) Tesla (d) One Plus 	10	CO3
Q8	Imagine you have been tasked with setting the advertising budget for two brands. The first one is a new brand struggling to gain a market share, as few consumers have heard of it or tried it. The second brand is more mature and established. How would you set the budgets and how might market share concerns have an impact on your decision? OR You are a Digital Brand Manager for an aviation company, and you would like the approval of senior management for investment in YouTube advertising instead of traditional advertising. You have fifteen minutes to present your argument to the board. Outline the essence of your arguments and action plan for YouTube advertising.	10	CO3
	SECTION D 2Qx15M = 30 Marks		1
Q9	Discuss adoption process of Covid vaccines by Indians and suggest future branding strategies of vaccines for companies to gain competitive advantage.	15	CO4
Q10	Read the text and answer the questions that follow:	15	CO4
	India Inc clearly divided over super apps to reach their customers Though the Tatas are betting on its super app Tata Neu, experts say super apps work best in regulated markets like China		



The Tata Group, launched its all-in-one app Tata Neu

Corporate India is clearly divided over the best way to reach their customers — should they build a one-stop super app straddling various segments, or should they have standalone apps with focus on ease of usage?

The Tata Group, which launched its app Tata Neu yesterday and also Paytm have chosen the former, while telecom major Bharti Airtel has gone for the latter model. Building digital platforms has become a big focus for large companies to build valuations which can be monetised at hefty premiums.

Tata Neu will offer a range of services from travel to groceries to electronics, hotel stays, jewellery, financial services, and so on. It will have a customer base of 120 million and an 80-million app footprint across digital assets.

Bharti Airtel, on the other hand, already has 184 million monthly active users across its three digital assets —Wynk Music, Airtel Thanks (used to manage and pay for mobile and broadband connections) and Airtel Xtreme, which is an OTT platform offering movies and content. Its premium version has already bagged 600,000 paid subscribers in the first month of its launch.

Super apps caught the world's fancy after the runaway success of messenger service, WeChat, in China, which is used by 83 per cent of the country's population for multiple services such as the buying of air tickets, paying of bills, ride-sharing, amongst others. However, while super apps have been popular in Asia (such as Alipay in China, car-hailing company Grab in Singapore or search engine Naver in South Korea), they have not taken off in the West.

Executives in Airtel point out that super apps work only in highly regulated markets like China where global players are not allowed to enter and customers have limited choice. It is difficult to pull it off in a country like India, they say.

A senior executive of the company had earlier said that there was a marketing logic that works against super apps. "Marketing guru Jack Trout had said in his book 'Positioning', that a brand stands for one thing in a customer's mind. So Spotify means music. If it were also into messaging or payments, it would not have been there," he had said. He also pointed out that what is important is simplicity and ease of usage.

Says Ankur Bisen, senior partner heading consumer, food and retail business in consultancy firm Technopak, "There is no point of reference around the world (except China, which is a closed market) on whether super apps will succeed or not. But it will be a big boys' club and can be pulled through by big players like Tatas or Reliance which can make the investments."

But, clearly, super apps spell advantages for those who already have a big consumer play such as the Tatas. For one, it increases customer stickiness — they may not want to go anywhere else if everything they want is available on the super app.

Two, it provides a larger customer base to those on the super app and the cost of acquisition of new customers goes down. It also offers third party mini apps the opportunity to join a super app to reduce the cost of customer acquisition since they can piggy-back on the large and active customer base.

The other big player, Reliance, is still sitting on the fence on this issue. It does not call its MyJio app a super app, even though many of its 25 individual apps have been integrated into it. MyJio has a bevy of offerings from Saavn, Jio Mart, Jio Health as well as payments for all communication services, and boasts of over 300 million subscribers.

Reliance has also acquired the Just Dial app, which offers search services in travel, beauty, rentals, and so on. However, unlike what the Tatas plan to do, Reliance does not offer customers points and benefits for those using its apps.

Analysts point out that a super app could increase the possibility of unfair competition, which is one reason it has not taken off in the West. For instance, when third party players join a super app (there was news that Walmart was in talks to buy a stake in Tata Neu, although the Tatas declined to comment), it could marginalise those who don't. Also, as in app stores, super apps could reject certain companies, raising contentious challenges

Q1. Do you think Indian consumers would be more motivated to buy through super apps? Do a perception analysis of Indian consumers for TATA nue, AIRTEL, MY JIO.